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ABSTRACT

Activities of the final year are reported as they relate to the objectives of the Wisconsin Dissemination Planning (WDP) Project: (1) to develop a plan for coordination among the dissemination functions in the Department of Public Instruction (DPI) through a state-wide steering committee; (2) to complete a needs assessment for dissemination including a review of current dissemination capacity and practice in Wisconsin; (3) to identify a group of related agencies and institutions and contact them for potential cooperation in the development of comprehensive dissemination; (4) to conduct inservice training for DPI staff on current methods and techniques in dissemination with special attention to linkage functions; (5) to conduct in-depth inservice training in resource and linkage activity for up to 10 representatives (potential field agents) from intermediate units (CESAs--cooperative educational service agencies) and local education agencies (LEAs) through exchange with active dissemination programs in other states; and (6) to integrate experience and information activities for the preceding objectives to develop a comprehensive dissemination plan to be implemented in FY 77 through FY 82. Appendices include products describing WDP, its services, and its current status, as well as the questionnaires and results of the information needs and services survey. The primary data system used for information retrieval is the Educational Resources Information Center (ERIC). (RAO)

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WISCONSIN DISSEMINATION PLANNING PROJECT

Loretta Harmatuck, Project Director

IR006904

FINAL REPORT

Grant No.: NIE-G-76-0046

Period: July 1, 1976 to November 1, 1977

Date of Submission: March 15, 1978

Name of Agency: Wisconsin Department of Public Instruction

Title of Project: Wisconsin Dissemination Planning Project

Name of Project Director: Loretta Harmatuck

NIE Project Officer: Dr. A.K. Steiner
Dissemination and Resources Group

MAJOR ACCOMPLISHMENTS

Objective 1. Develop a plan for coordination among the various dissemination functions now in operation in the DPI by means of an agency-wide steering committee.

In September, 1976, the State Superintendent appointed 11 people representing each of the DPI divisions to serve on a Steering Committee for the Dissemination Planning Project. Eleven Steering Committee meetings were held during the 16 months of the project.

The need for coordination of DPI dissemination functions, especially among Federal Programs was a major issue addressed in Steering Committee meetings. The Project Director met individually with Federal program directors to discuss the need for coordination of DPI dissemination functions.

Members of the Steering Committee identified the resource people, collections and dissemination activities of their division. A questionnaire was designed to collect this information in a uniform way. The format was developed for a directory of DPI human and material resources available to educators in Wisconsin. A computer program has been selected and the WDP information retrieval specialist has experimented with the production of this directory on computer output microfiche (COM). (See Appendix A for a DPI inventory questionnaire)

Objective 2. Complete a needs assessment for dissemination including a review of current dissemination capacity and practice in Wisconsin.

Four major efforts have addressed the identification of Wisconsin's dissemination needs: the DPI Steering Committee, the National Advisory Committee, SWAN (Wisconsin's Statewide Assessment of Needs) and the Wisconsin Dissemination Project's Information Needs and Services Survey.

IR006904

The DPI Steering Committee identified the need to promote awareness of the Wisconsin Dissemination Project (WDP) and to promote awareness of DPI human and material resources. In August, 1977, a revised WDP brochure was designed. Nearly 600 brochures were distributed to Wisconsin teachers, administrators, support staff and DPI staff during the Fall of 1977. (See Appendix A for WDP brochure)

The National Advisory Committee for Wisconsin's Special Purpose Grant was composed of Charles Mojkowski, Rhode Island; Carolyn Trokowski, Pennsylvania; and Patrick Martin, Texas. Their invaluable observations indicated Wisconsin's need to develop a better linkage system, to identify and coordinate DPI resources and to investigate extra-DPI resources. They recommended that the Cooperative Educational Service Agencies (CESA) could serve as the primary linkage mechanism in Wisconsin.

During the fourth quarter of our Special Purpose Grant four CESAs were selected to serve as pilot resource and linkage centers during the first year of a Capacity Building Project. These CESAs best fit the criteria identified by the Steering Committee. They were recommended by a CESA advisory committee (along with five other CESAs) and visited by the project director.

The four CESAs selected as pilot centers and their headquarters include: CESA 9, Green Bay, which serves northeastern Wisconsin; CESA 11, La Crosse, on the western border of Wisconsin; CESA 13, Waupun, central Wisconsin; and CESA 14, Fennimore, in the sourthwestern part of the state. Wisconsin has just completed a statewide assessment of needs (SWAN) survey. The survey was given to LEA and CESA personnel to determine perceptions of general educational needs, their own needs, resource allocations within DPI, service delivery and impact. The survey will produce a list of educational needs which should be addressed by DPI. The Wisconsin Dissemination Planning Project cooperated with the SWAN project. Results of the SWAN survey will be considered when planning information services provided by the Wisconsin Dissemination Project.

A major accomplishment of the Special Purpose Grant was an Information Needs and Services Assessment conducted by the linking agents in each of the pilot CESAs between September 15 and November 15, 1977.

There were three parts to the WDP Information Needs Assessment. 1) The CESA linking agents distributed, collected and returned a composite copy of the Information Needs and Services Survey from each school district within their CESA. 2) The CESA linking agents made an on-site visit to each of the school districts in their region to discuss the survey with the administrators, teachers and other school personnel. This was an opportune time to explain the Wisconsin Dissemination Project and to discuss needs and services. 3) The CESA linking agents submitted a written report summarizing the results of the survey and information needs within their region. (See Appendix B for the WDP survey and results)

Objective 3. Identify a group of related agencies and institutions and contact for potential cooperation in development of comprehensive dissemination.

Agencies that have been contacted for potential cooperation in the development of comprehensive dissemination include the:

1. Wisconsin Board of Vocational, Technical and Adult Education (VTAE)
2. University of Wisconsin Center for Vocational Studies
3. University of Wisconsin School of Education
4. University of Wisconsin Madison Academic Computing Center (MACC).

During the duration of the Special Purpose Grant we have worked very closely with the State Division for Library Services within DPI. Loretta Harmatuck also serves as a member and secretary of the Policy and Planning Board for the Madison Area Library Council.

Objective 4. Conduct inservice training for DPI staff on current methods and techniques in dissemination with special attention to linkage functions.

In November, 1976, National Advisory Committee members gave a panel discussion on the IPOD report for the Steering Committee and other interested DPI staff. The National Advisory Committee also met with the Steering Committee in May, 1977, to discuss Wisconsin's dissemination needs and to help finalize a state dissemination plan. The IPOD report and various material on dissemination of information by SEAs have been read and discussed by DPI Steering Committee members.

Loretta Harmatuck received valuable training and exposure to the field of education dissemination, linker training, and coordination of dissemination activities during the six months she was Director of Wisconsin Dissemination Planning Project. She represented Wisconsin at the National Dissemination Forum June 20-24, 1977. She attended the Linker Training Workshop in Illinois July 11-15, 1977. She also attended the Information Resources Workshop October 4-5, 1977, in Springfield, Illinois.

Objective 5. Conduct in-depth inservice in resource and linkage activity for up to ten representatives (potential field agents) from intermediate units (CESAs) and LEAs through exchange with active dissemination programs in other states.

The four pilot CESAs selected existing staff members to serve as linking agents for the Wisconsin Dissemination Project. The linking agents include three resource/media specialists, a computer search person who has been doing ERIC searches for three years, and an inservice coordinator for ESEA Title I projects. (See Appendix A for a list of CESA linking agents and coordinators)

On September 26-29, 1977, the WDPP sponsored a four-day out-of-state training trip for ten CESA coordinators and linking agents and two project staff members. We visited two Area Education Agencies in Iowa and the INFORMS project at the Iowa Department of Education. We spent one day at the Southwest/West Central Educational Cooperative Service Unit (ECSU) in Marshall, Minnesota.

This training workshop provided Wisconsin linkers with the opportunity to observe exemplary resource and linkage centers in neighboring states. We had ample time to get to know our counterparts in other states and to ask them many questions. Wisconsin is definitely benefiting from the experiences of other states in developing a statewide information network.

The out-of-state visits concluded with a wrap-up meeting in La Crosse, Wisconsin. Traveling together for four days gave Wisconsin's linking agents and coordinators time to get to know one another, to have fun together and to share information and experiences. (See Appendix C for objectives and travel agenda)

Objective 6. Intergrate experience and information activities for the objectives above to develop a comprehensive dissemination plan for the State of Wisconsin to be implemented in FY 77 through FY 82.

The major thrust of the fourth quarter of the Special Purpose Grant was the planning and development of a capacity building proposal which was submitted to NIE on June 1, 1977. Input and assistance for developing Wisconsin's 5-year dissemination plan was provided by the DPI Steering Committee, CESA coordinators, various DPI staff members and the National Advisory Committee. A paper outlining the Wisconsin Dissemination Capacity Building Proposal was prepared and distributed to selected DPI, CESA and LEA staff. (See Appendix A for the WDP summary)

PROBLEMS ENCOUNTERED AND SOLUTIONS

The Wisconsin Dissemination Planning Project was without a director from January 1, 1977, through April 11, 1977. However, the WDPP Steering Committee continued to meet during this time and to work on the development of a state dissemination plan. Loretta Harmatuck was hired as director in March. She had worked closely with Roy Tally, former WDPP Director, for 5 years to educate and inform people in Wisconsin about the ERIC system. She had also served as chairperson of the Steering Committee.

Progress was made toward the development of a plan for the coordination of dissemination activities within DPI. However, due to the complexity of the department and to the profusion of Federal Program dissemination responsibilities, it will continue to be an objective addressed in the capacity building program.

Data was collected and plans were made for the development of a directory of DPI human and material resources available to educators in Wisconsin. The production of the directory had to be postponed due to lack of staff time. It will be an activity included in the capacity building program.

APPENDIX A

PRODUCTS OF THE WISCONSIN DISSEMINATION PLANNING PROJECT

CORRESPONDENCE/MEMORANDUM — STATE OF WISCONSIN

Date: October 25, 1977 File Ref:

To: Division of Management, Planning and Federal Assistance
Professional Staff

From: Loretta Harmatuck, Director
Wisconsin Dissemination Project (WDP)

Subject: Inventory of DPI resources

As you may know, Wisconsin received a Special Purpose Grant from the National Institute of Education back in July, 1976. The purpose of the grant was to develop a dissemination plan for Wisconsin. One of the major activities of the Special Purpose Grant is to compile a directory of human and material resources available from the Department of Public Instruction. This information will be especially useful to the WDP office for making referrals of requests for assistance in educational matters. Would you please supply the information requested below. Wisconsin Dissemination Project Steering Committee members are collecting similar information from other DPI divisions. An index of the DPI inventory of human and material resources will be generated on computer output microfiche.

Write directly on this memo and return it to Loretta Harmatuck, 8-105, by November 23, 1977. Examples that might be helpful are provided on the back of this sheet. Thank you for helping us.

Name _____

Telephone No. _____

Bureau _____

Section _____

Service Area _____

Description of services (two or three sentences will suffice) _____

_____

_____

_____

Description of unique materials available (again, two or three sentences will suffice) _____

_____

_____

_____

Name Loretta Harmatuck

Telephone No. 266-2127

Bureau Educational Planning, Evaluation, Information & Research

Section Educational Information Systems

Service Area Wisconsin Dissemination Project

Description of Services coordinate the dissemination of information, resources and assistance to DPI and Wisconsin educators. Provide on-line searches of the Educational Resources Information Center (ERIC) files and other files developed by the WDP.

Description of unique materials available ERIC indexes, ERIC clearinghouse publications and information. Material on dissemination, educational resource centers and information systems, and data bases. ERIC and educational dissemination newsletters.

Example:

Name James H. Gold

Telephone No. 266-7941

Bureau Planning and Evaluation

Section

Service Area Wisconsin Pupil Assessment Program

Description of services Development and administration state-wide tests in the basic skills. Coordination of local option assessment program. Provision of technical assistance to LEAs regarding testing, goal development and competency based education.

Description of unique materials available various tests, goals, and competencies from across the nation and in Wisconsin.

WDP
Wisconsin Dissemination Project
WHAT IS WDP?

The Wisconsin Dissemination Project (WDP) is the state dissemination capacity building program of the Department of Public Instruction. It is designed to make educational information, resources and assistance more accessible to educators. The major objectives of the project are:

1. *To develop a statewide base of education resources.*

2. *To train existing personnel to deliver information in a usable form to Wisconsin educators.*

3. *To assist the coordination of dissemination activities in the state.*

Four CESAs have been selected to serve as pilot resource centers during the first year of the project. The CESAs are: CESA 11, La Crosse; CESA 13, Waupun; CESA 14, Fennimore; and CESA 9, Green Bay.

The five year plan envisions a number of regional resource centers (6-9) serving several CESAs and being tied to the central data base in the DPI.

The first year of the project will include the following activities. The central data base of WDP will be expanded by developing files of national, state and regional education programs and practices, legislation information, and directories of human and material resources. WDP will work with the statewide library network, the U.W. system and vocational technical schools to provide local educators with more complete and faster access to resource materials. An essential objective of the project is to train and assist linking agents in the pilot CESAs, WDP project staff and in DPI. WDP defines a linker as anyone who assists local teachers and administrators in the improvement of educational programs. A Dissemination Steering Committee will identify issues and make recommendations concerning the coordination of dissemination functions in DPI.

The project is located in the Information Systems section; Don Russell, Chief. The project director is Loretta Harmatuck.

WHAT SERVICES DOES WDP PROVIDE?

WDP PROVIDES SEARCHES FOR INFORMATION TO ANSWER YOUR REQUEST. WDP USES THE WIRE (WISCONSIN INFORMATION RESOURCES FOR EDUCATION) ON-LINE INFORMATION RETRIEVAL SYSTEM TO SEARCH NEARLY 300,000 DOCUMENTS IN THE ERIC SYSTEM. ANSWERS ARE PROVIDED IN THE FORM OF AN INFORMATION PACKAGE.

THE PACKAGE YOU RECEIVE INCLUDES THE FOLLOWING:

1. abstracts of ERIC documents
2. journal citations and abstracts from educational magazines
3. names and addresses of resource people
4. information on how to order or borrow ERIC microfiche and journal articles

HOW CAN YOU USE THE SERVICES OF WDP?

1. YOU SUPPLY THE QUESTION (BY PHONE, BY FORM, BY VISIT).

2. WE CONDUCT THE SEARCH, PREPARE THE INFORMATION PACKET AND MAIL IT TO YOU.

3. YOU READ THE ABSTRACTS, THEN:

   --ASK WDP FOR FOLLOW-UP SEARCHES
   --ASK WDP FOR FOLLOW-UP ASSISTANCE
   --ORDER ERIC DOCUMENTS AND ARTICLES OR BORROW THEM FROM THE NEAREST LIBRARY.

ARE THE TOPICS OF INFORMATION YOU CAN REQUEST LIMITED?

NO. Topics covered by the ERIC system range in scope from the general (*job skills, handicapped, teaching methods*) to the specific (*dropout prevention, class size, vending machines, xenophobia*). The search strategies we develop combine any number of topics to address your particular need.

Questions that cannot be answered by an ERIC search will be referred to other information sources. Files of national, state and regional educational programs and practices, directories of legislation information, and human and material resources will be added to the WDP data base.

WHAT DOES A WDP SEARCH COST?

PRESENTLY, USERS PAY A FEE OF $10.00 PER TOPIC WHICH INCLUDES:

--QUESTION NEGOTIATION AND CLARIFICATION
--COMPUTER SEARCH OF ERIC DATA BASES
--BIBLIOGRAPHY CONTAINING COMPLETE ERIC ABSTRACTS
--FREE FOLLOW-UP SEARCH IF NECESSARY

WHERE IS WDP?

Call, write or visit:

Loretta Harmatuck, Director
WDP
Department of Public Instruction
126 Langdon Street
Madison, Wisconsin 53702
(608) 266-2127

CESA Linking Agents and Coordinators

CESA 11

LaCrosse Co. Court House
LaCrosse, Wisconsin 54601
(608) 785-9364

Roland Solberg, Coordinator

Marilyn Ames, Linker

John Kristoff, Linker

CESA 14

1021 Lincoln Ave.
Fennimore, Wisconsin 53809
(608) 822-3276

Melvin Bollom, Coordinator

Beatrice Orrick, Linker

CESA 13

908 W. Main St.
Waupun, Wisconsin 53963
(414) 324-4461

Dwayne Schmaltz, Coordinator

Jim Everett, Linker

CESA 9

1927 Main St.
Green Bay, Wisconsin 54302
(414) 497-3752

John F. David, Coordinator

Debby Loofboro, Linker

WISCONSIN DISSEMINATION PROJECT (WDP)

PRESENT STATUS OF THE DISSEMINATION PROGRAM IN WISCONSIN

In July, 1976, Wisconsin received a one-year Special Purpose Grant from the National Institute of Education (NIE) to develop a statewide comprehensive dissemination plan. A Steering Committee for the Wisconsin Dissemination Planning Project including representatives of all department divisions and several dissemination programs was appointed by the State Superintendent. The two major activities of the Project are (1) to inventory DPI human and material resources available to educators in Wisconsin and (2) to develop a linkage between the nineteen Cooperative Educational Service Agencies (CESAs) and DPI in order to improve the flow of information and resources to the over 58,000 teachers and administrators in Wisconsin. With the assistance of the Steering Committee and a National Advisory Committee a proposal was developed and submitted to NIE on June 1, 1977, for a one-year State Dissemination Capacity Building Grant, renewable for up to five years.

Four CESAs have been selected to serve as pilot resource centers during the first year of a Capacity Building Project. The CESAs and their headquarters include: CESA 11, LaCrosse; CESA 13, Waupun; CESA 14, Fennimore; and CESA 9, Green Bay.

WISCONSIN DISSEMINATION PROJECT

The Wisconsin Dissemination Project is designed to overcome the lack of coordination of dissemination activities, to develop a statewide base of educational resources, and to train existing personnel to deliver information in a usable form to educational practitioners. The major objectives of the project are:

1. To develop and implement a comprehensive information resource system.
2. To support existing and newly developing two-way communication channels and assistance activities for educators.
3. To assist the coordination of dissemination activities in the state.

RATIONALE

The overall approach proposed by the Wisconsin DPI is based on several assumptions and understandings regarding key dissemination concepts and particular constraints operating within the State. These assumptions and understandings are as follows.

Information Resources

Placing the resources as close as possible to the ultimate user is viewed as an enhancement to the utilization and to the commitment by the State's services operations. For this reason, the five-year plan envisions a number of regional resource centers (6-9) serving several CESAs and being tied to the central data bases located in the DPI.

The proposed expansion and coordination of the information resources base by and within the DPI is supported by the understanding that comprehensive information resources include more than an ERIC retrieval capability. Information files of programs and practices from national, state, and regional sources are required as well. Information relating to management, legislation and human resources is also required. Such development of the information resource base logically should be pursued by DPI and made available to educators through the regional resource centers. The cost of building this data base is such that a coordi ated development process is required.

Linkage

The Wisconsin proposal is based on the assumption that there are many potential linking agents operating at several levels within the education system in the State. A potential linking agent is defined as anyone who works in an assisting relationship with local teachers and administrators in the area of program improvement.

A major conceptual underpinning for the design of the personal linking system is the belief that using existing, "natural" linkers is a more appropriate approach than creating a cadre of linkers which operate parallel to existing personnel who are working with local educators.

Leadership

Proposals for coordination of the several major dissemination efforts within DPI are based on the assumption that no reorganization of the agency will be undertaken but instead that responsibilities for dissemination will remain largely as they are. Cooperation and collaboration will be developed among all managers of dissemination activities so as to reduce fragmentation, increase efficiency, and improve services while retaining the integrity of each individual unit. DPI does not view as necessary the creation of an organizational unit having sole responsibility for dissemination.

USE OF THE GRANT TO COMPLEMENT EXISTING RESOURCES

NIE funds will be used largely to develop new information resources and to develop and implement a training program for Wisconsin Dissemination Project staff, DPI subject and process specialists, and CESA linking agents. In-kind resources will be combined with NIE funds to create a comprehensive dissemination program in Wisconsin.

Information Resources

The central data base of Wisconsin Information Resources for Education (WIRE) will be expanded by developing files of national, state and regional educational programs and practices, legislation information, and directories of human and material resources. A resource developer position will be added to the Project staff to accomplish these objectives. In keeping with the concept of providing access to more information resources WIRE (Wisconsin Information Retrieval for Education) will be changed to (Wisconsin Information Resources for Education).

Another thrust of the Wisconsin Dissemination Project will be to provide educators with more complete and faster access to resource materials by working with the public library system, U.W. system and vocational technical schools. Developing directories of existing resources in DPI and Wisconsin libraries will be one of the first activities of the project.

The regional resource centers in the pilot CESAs include mainly audiovisual materials at the present. Plans will be made during the first year to expand their resource bases and especially to build programs of shared resources and interlibrary loan of material within their respective regions.

Linkage

With the assistance of the National Advisory Committee, Wisconsin has identified four distinct sets of competencies to be developed for the groups of linkers during their training. These four sets are:

1. Resource Center Operation
   This includes the ability to define information needs in particular situations, to negotiate requests, to strategize and formulate plans to access relevant resource bases, to retrieve and package outputs, to define general data needs for the center, to index the outputs and place them in relevant files for future access and to utilize hardware and technology for search, retrieval and dissemination functions.
2. Resource Center Utilization
   This includes the ability to define information needs in particular situations, to negotiate requests, and to deliver these requests to the center so that the appropriate output is produced.
3. Technical Assistance Capability
   This includes the skills necessary to work with districts in problem solving, needs assessment, planning, communications, and basic concepts of evaluation. In addition to these skills, would be the development or enhancement of the linking competencies of an interpersonal communication process.
4. Dissemination Coordination Capability
   This includes skills for coordinating the dissemination activities of the various groups with varying levels of expertise and commitment and the coordination of information resources form a variety of sources.

The groups that will begin training in the first year are the WDP staff, CESA linkers, DPI Access staff, and DPI subject and process staff. The sets of competencies each group will be trained in include:

WDP staff - sets 1, 3, 4
CESA linkers - sets 2, 3
DPI access, subject and process staff - set 2

Given the nature of the linking system to be developed, the need for a comprehensive training and support activity is critical. Training will be required to impart new skills as well as to enhance existing ones. Support will be necessary to provide the incentive required to maintain and expand the voluntary relationships. Such activities as communications, face-to-face meetings, conferences and general "hand-holding" are required to maintain the common thrust to linkage activities. Wisconsin has determined that the best way to realize a comprehensive training and support program for linkers is to add a linking agent trainer position to the WDP staff and to contract with dissemination and linkage experts for training of SEA and CESA linkers.

COORDINATION WITHIN THE PROJECT

The coordination within the project and outside to extra-project agencies will be the primary responsibility of the Wisconsin Dissemination Project Coordinator. Of necessity, the coordinator and the linkers of the pilot CESAs and DPI will meet on a quarterly basis. The Dissemination Steering Committee, whose composition will be expanded to include representatives from agencies of both the resource and linking nature, will continue to meet to assess the progress of the project and to advise on the basis of these assessments.

Planning sessions of the National Advisory Committee members and training and resources consultant sessions will need to be coordinated with the management schedule of activities.

In addition to developing a comprehensive dissemination capacity within the state, Wisconsin is also anxious to contribute to, and share the benefits of a nationwide dissemination effort. The Regional Exchange (Rx) located at CEMREL in St. Louis and funded by NIE has one of its purposes to provide assistance to states in the development of a dissemination capacity. Since several states around Wisconsin have NIE Capacity Building Grants (Illinois, Minnesota, Michigan) ongoing communication with these states will enhance the development of Wisconsin's dissemination capacity.

RESULTS OR BENEFITS EXPECTED

Information Resources

The development of new data bases and the development of reference services to other national and state information sources will enable DPI to provide a comprehensive information service to all Wisconsin educators.

The establishment of regional resource centers will allow for timely retrieval of information and for the eventual institutionalization of information retrieval services by the CESAs.

Linkage

A linkage support capability will allow DPI to train and assist existing "natural" linkers already operating in a service capacity with local educators beginning with selected CESA and DPI staff. The project will provide training resources to enable linkers to add information utilization skills to their existing service capacities. As the project expands over the five-year period, linkers at all levels will be provided with training in information utilization and in a wide range of linkage agent skills.

Leadership

By supporting the activities of the DPI Dissemination Steering Committee,

the project will assist in the coordination of the several major dissemination efforts ongoing in the agency. Both information and linkage resources exist throughout the SEA. The project will seek to build mechanisms for joint planning and implementation of these resources.

The expected outcome of the project will be improved education in the classrooms of Wisconsin.

APPENDIX B

WISCONSIN DISSEMINATION PROJECT
INFORMATION NEEDS AND SERVICES SURVEY

WDP INFORMATION NEEDS AND SERVICES SURVEY

The Wisconsin Dissemination Project (WDP) is a state dissemination capacity building project designed to improve educational information services to Wisconsin educators. We need your help in identifying educational information, materials, and services most needed by educators. Your answers will help us to set our priorities. On the basis of your input we plan to develop better educational resources files and retrieval and delivery services within the CESAs and the Wisconsin Dissemination Project.

RESPONDENT INFORMATION

School District

Name: _____

Address: _____

_____

CESA: _____

Person Reporting

Name: _____

Position: _____

Phone: _____

1. What are five of the most important educational information needs of administrators in your district? (e.g. collective bargaining, inservice education of school personnel, etc.)

   a. _____

   b. _____

   c. _____

   d. _____

   e. _____

2. What are five of the most important educational information needs of teachers in your district? (e.g. career education, grading, promotion and retention, curriculum development, etc.)

   a. _____

   b. _____

   c. _____

   d. _____

   e. _____

3. What sources of information do administrators use most frequently? (Please check each item indicating frequency as follows: 5 - very often; 4 - frequently; 3 - occasionally; 2 - seldom; 1 - never.)

   ___ colleagues

   ___ CESA personnel

   ___ DPI personnel

   ___ school libraries

   ___ local public libraries

   ___ university or college libraries

   ___ university or college departments

   ___ professional organizations

   ___ other (list) _____

   _____

4. What sources of information do teachers use most frequently? (Please check each item indicating frequency as follows: 5 - very often; 4 - frequently; 3 - occasionally; 2 - seldom; 1 - never.)

___ colleagues

___ CESA personnel

___ DPI personnel

___ school libraries

___ local public libraries

___ university or college libraries

___ university or college departments

___ professional organizations

___ other (list) _____

_____

5. Which information services would you find most useful to administrators in your district? (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

___ computer search packets of ERIC abstracts (WIRE)

___ ready reference

___ information on educational practices and programs

___ referral to consultants or people experienced in a subject area

___ providing information packages for conferences, inservice workshops

___ loaning of microfiche and other materials

___ reproduction of microfiche and journal articles

___ newsletter of dissemination activities in Wisconsin

___ other _____

_____

6. Which information services would you find most useful to teachers in your district? (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

___ computer search packets of ERIC abstracts (WIRE)

___ ready reference

___ information on educational practices and programs

___ referral to consultants or people experienced in a subject area

___ providing information packages for conferences, inservice workshops

___ loaning of microfiche and other materials

___ reproduction of microfiche and journal articles

___ newsletter of dissemination activities in Wisconsin

___ other _____

_____

7. Rate the usefulness of the following formats of information to administrators in your district. (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

___ books

___ journals and newsletters

___ audiovisual materials

___ microfiche

___ curriculum guides

___ LAPs (learning activity packages)

___ descriptions of school programs in operation

___ tests

___ legislation reports

___ statistical data

___ research reports

7. Continued:

___ abstracts and summaries

___ bibliographies and indices

___ other _____

_____

8. Rate the usefulness of the following formats of information to teachers in your district. (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

___ books

___ journals and newsletters

___ audiovisual materials

___ microfiche

___ curriculum guides

___ LAPs (learning activity packages)

___ descriptions of school programs in operation

___ tests

___ legislation reports

___ statistical data

___ research reports

___ abstracts and summaries

___ bibliographies and indices

___ other _____

_____

9. Does your school have convenient access to the following?

a microfiche reader?	YES ___	NO ___
a complete ERIC collection?	YES ___	NO ___
a computer terminal?	YES ___	NO ___
professional education journals?	YES ___	NO ___
professional education books?	YES ___	NO ___
interlibrary loan system?	YES ___	NO ___

10. What education information services would your school district like to see improved?

11. What new information services would your school district like to see provided by your CESA or the Wisconsin Dissemination Project (WDP)?

RESULTS OF THE

WDP INFORMATION NEEDS AND SERVICES SURVEY

FALL, 1977

Wisconsin Dissemination Project
Department of Public Instruction
126 Langdon Street
Madison, Wisconsin 53702

January 10, 1977

Question: What are five of the most important educational information needs of administrators in your district? (e.g. collective bargaining, inservice education of school personnel, etc.)

#1

CESA 9	Responses
1. Inservice education	12
2. Curriculum development	10
3. Evaluation methods	8
4. Collective bargaining	6
5. Legal and legislative information	5

CESA 11	
1. Inservice education	18
2. Collective bargaining	9
3. Curriculum development	9
4. Community relations	8
5. Legal and legislative information	8
6. Special education	6

CESA 13	
1. Curriculum development	14
2. Collective bargaining	14
3. Legal and legislative information	14
4. Inservice education	14
5. Personnel management	7

CESA 14	
1. Inservice education	14
2. Legal and legislative information	12
3. Curriculum development	10
4. Collective bargaining	7
5. Competency based education	3

Question #2: What are five of the most important educational information needs of <u>teachers</u> in your district? (e.g. career education, grading, promotion and retention, curriculum development, etc.)

CESA 9	responses
1. Curriculum development	12
2. Career education	5
3. Student evaluation	4
4. Inservice education	4
5. Indivualized instruction	3
6. Discipline	3
7. Gifted and talented	3

CESA 11	
1. Curriculum development	11
2. Career education	9
3. Promotion and retention	7
4. Gifted and talented	5
5. Discipline	4
6. Grading	4

CESA 13	
1. Curriculum development	29
2. Promotion and retention	15
3. Grading	11
4. Career education	8
5. Inservice education	7
6. Discipline	7

CESA 14	
1. Curriculum development	13
2. Career education	9
3. Inservice education	5
4. Grading	5
5. Use of media, equipment and resources	5
6. Promotion and retention	4

QUESTION #3: What sources of information do administrators use most frequently? (Please check each item indicating frequency as follows: 5 - very often; 4 - frequently; 3 - occasionally; 2 - seldom; 1 - never.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
colleagues	4.43/1	4.68/1	3.78/2	4.18/1	4.27/1
CESA personnel	3.00/4	3.32/3	2.41/6	3.56/4	3.07/4
DPI personnel	3.60/3	3.47/2T	3.96/1	3.67/3	3.68/2
school libraries	2.73/5	2.47/4	2.63/5	2.28/6	2.53/5
local public libraries	2.33/6	1.68/6	1.85/8	1.81/8	1.92/8
university or college libraries	2.13/8	2.11/5T	2.04/7	2.00/7	2.07/7
university or college departments	2.30/7	2.11/5T	2.78/4	2.44/5	2.41/6
professional organizations	3.93/2	3.47/2T	3.67/3	3.59/2	3.67/3

QUESTION #4: What sources of information do teachers use most frequently? (Please check each item indicating frequency as follows: 5 - very often; 4 - frequently; 3 - occasionally; 2 - seldom; 1 - never.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
colleagues	4.53/1	4.38/2	4.67/1	4.28/1	4.47/1
CESA personnel	2.50/7	3.24/3	2.41/5	2.61/4	2.69/5T
DPI personnel	2.43/8	2.31/7	2.21/7	1.89/8	2.21/7
school libraries	3.80/2	4.53/1	4.13/2	3.94/2	4.10/2
local public libraries	3.20/4	2.65/5	3.44/4	2.41/7	2.93/4
university or college libraries	3.00/5	2.75/4	2.13	2.89/3	2.69/5T
university or college departments	2.79/6	2.50/6T	2.24/6	2.53/6	2.52/6
professional organizations	3.40/3	2.50/6T	3.47/3	2.56/5	2.98/3

QUESTION #5: Which information services would you find most useful to administrators in your district? (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
computer search packets of ERIC abstracts (WIRE)	2.93/4	2.89/5T	3.27/3	2.59/3	2.92/4
ready reference	3.20/3	2.95/4	2.96/5	2.35/5T	2.87/5
information on educational practices and programs	3.60/1T	3.32/2	3.61/2	3.47/1T	3.50/1
referral to consultants or people experienced in a subject area	3.60/1T	3.05/3	3.63/1	3.47/1T	3.44/2
providing information packets for conferences, inservice workshops	3.33/2	3.39/1	2.94/6	3.12/2	3.20/3
loaning of microfiche and other materials	2.40/7	2.63/6T	2.29/8	2.35/5T	2.42/8
reproduction of microfiche and journal articles	2.60/5	2.63/6T	2.75/7	2.00/6	2.50/7
newsletter of dissemination activities in Wisconsin	2.53/6	2.89/5T	3.07/4	2.47/4	2.74/6

QUESTION: #6 Which information services would you find most useful to teachers in your district? (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
computer search packets of ERIC abstracts (WIRE)	2.87/5	2.53/7	2.30/8	2.37/8	2.52/6
ready reference	3.33/1	3.29/2	3.32/3	3.44/1	3.35/1T
information on educational practices and programs	3.27/2	3.13/4T	3.34/2	3.26/4	3.25/2
referral to consultants or people experienced in a subject area	3.20/3	3.35/1	3.41/1	3.42/2	3.35/1T
providing information packets for conferences, inservice workshops	2.93/4	3.12/5	3.16/4	3.37/3	3.15/3
loaning of microfiche and other materials	2.40/7T	2.82/6	2.47/7	2.63/7	2.58/5
reproduction of microfiche and journal articles	2.53/6	3.13/4T	2.67/6	2.74/6	2.77/4T
newsletter of dissemination activities in Wisconsin	2.40/7T	3.18/3	2.70/5	2.79/5	2.77/4T

QUESTION #7: Rate the usefulness of the following formats of information to administrators in your district. (Please check each item indicating your assessment as follows: 4 - very useful; 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
books	2.87/4T	2.68/7	3.00/6T	3.00/5	2.89/5
journals and newsletters	3.60/1T	2.89/4	3.41/2	3.44/1	3.34/2
audiovisual materials	2.53/7	3.05/3T	2.54/8	2.56/6	2.67/7
microfiche	2.07/10	2.53/8T	2.15/12	2.00/11	2.19/12
curriculum guides	3.20/2	3.21/2	3.21/3	3.11/4	3.18/3
LAPs (learining activity packages)	2.40/9	2.84/5	2.41/9	2.11/10	2.44/10
descriptions of school programs in operation	3.60/1T	3.32/1	3.54/1	3.39/2	3.46/1
tests	2.67/5	2.53/8T	2.68/7	2.50/7T	2.60/8
legislation reports	3.00/3	3.05/3T	3.04/5	3.28/3	3.19/4
statistical data	2.60/6	2.11/10	3.12/4	2.50/7T	2.58/9
research reports	2.87/4T	2.74/6	3.00/6T	2.44/8	2.76/6
abstracts and summaries	2.47/8	2.53/8T	2.26/11	2.12/9T	2.35/11
bibliographies & indices	1.93/11	2.26/9	2.29/10	2.12/9T	2.15/13

QUESTION #8: Rate the usefulness of the following formats of information to teachers in your district. (Please check each item indicating your assessment as follows: 4 - very useful, 3 - generally useful; 2 - somewhat useful; 1 - would not use.)

RESPONSE / AVERAGE/RANK	CESA 9	CESA 11	CESA 13	CESA 14	COMPOSITE
books	3.40/1T	3.26/2	3.30/2	3.56/2	3.38/2
journals and newsletters	3.40/1T	2.68/5	3.09/3	3.28/3T	3.11/3
audiovisual materials	3.07/4	3.42/1	3.42/1	3.67/1	3.40/1
microfiche	2.07/11	2.11/7T	2.29/7	2.56/6	2.26/10
curriculum guides	3.33/2	2.79/3	3.00/4T	3.28/3T	3.10/4
LAPs (learning activity packages)	2.87/5T	2.63/4T	2.83/5	3.22/4	2.89/6
descriptions of school programs in operation	3.20/3	2.63/4T	3.00/4T	2.94/5	2.94/5
tests	2.67/6	2.53/6T	2.56/6	2.50/7	2.57/7
legislation reports	2.27/9	1.95/10	2.22/9	2.06/9	2.13/12
statistical data	2.33/8	2.00/9	1.92/11	2.00/10T	2.06/13
research reports	2.87/5T	2.11/7T	2.25/8T	2.00/10T	2.31/9
abstracts and summaries	2.60/7	2.05/8	1.94/10	2.00/10T	2.15/11
bibliographies & indices	2.20/10	2.53/6T	2.25/8T	2.33/8	2.33/8

APPENDIX C

OUT-OF-STATE TRAINING
SEPTEMBER 26-29, 1977
IOWA AND MINNESOTA

State of Wisconsin DEPARTMENT OF PUBLIC INSTRUCTION

Barbara Thompson, Ph.D.
State Superintendent

Dwight M. Stevens, Ph.D.
Deputy State Superintendent

DIVISION FOR MANAGEMENT & PLANNING SERVICES
Archie A. Buchmiller, Ph.D. Assistant Superintendent

August 22, 1977

Mary Jo Bruett, Director
Educational Media Center
State Department of Public Instruction
Des Moines, Iowa 50319

Dear Mary Jo:

Thank you for sending the material on INFORMS, the Area Education Agencies and the maps so promptly. They arrived the morning after I'd talked to you. After thinking about the descriptions you gave me of the various AEAs that would be on our route I planned the enclosed schedule of visits to the Davenport and Clear Lake AEAs amd to your INFORMS state office. Does this schedule look reasonable to you? The programs and processes that we would be most interested in seeing and hearing about include:

1) Good resource collections

- materials lending library, print and non-print materials
- cataloging system (sample catalog)
- professional library of reference and research material

2) Following a sample request through INFORMS network

- how request is received and negotiated
- what resources would AEA field representatives use
- when would request be sent to INFORMS office, an AEA consultant, other Iowa library or information network
- format of answer
- follow-up of request

3) Curriculum Laboratory

- what kinds of material are included
- professional assistance provided

126 Langdon Street, Madison, Wisconsin 53702

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4) Organization and administration of INFORMS/AEAMC's

- budget
- contracts with local school districts
- who pays for searches and information services provided
- relationship of DPI to AEAMCs
- size of staff
- number of requests handled

5) AEA's needs assessments

- samples of information needs assessments
- results of Iowa's needs assessment
- how are various needs assessments conducted

6) Van/delivery system and circulation policies

- how does van/delivery service work
- circulation policies of AEAMCs and INFORMS
- problems encountered and solutions

7) Training program for field representatives and INFORMS staff

- procedures manual and handbook
- inservice programs

I hope that this gives you a better idea of how to plan for our visit. The biggest problem that I can see is that of having enough time at each center. I anticipate that 10 people will be coming in three cars. They include the coordinators of our four pilot Cooperative Educational Service Agencies (CESAs), four CESA linkers who have just been selected, (most of them work in CESA media centers) and Paul Jakoubek, information specialist and me from the Wisconsin Dissemination Project (WDP) staff. Some of our people will meet for the first time in Davenport. We are beginning to develop an education resource and linkage system in Wisconsin. This week of out-of-state visits is planned to promote awareness of exemplary education dissemination and resources networks in neighboring states.

126 Langdon Street, Madison, Wisconsin 53702

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DIVISION FOR MANAGEMENT & PLANNING SERVICES
Archie A. Buchmiller, Ph.D., Assistant Superintendent

I am enclosing a summary of Wisconsin's dissemination plan that we submitted to NIE. We should know by the end of September if we will receive a Capacity Building Grant for 1977.

Thank you for sending the brochure on the Bavarian Haus Motel. It looks lovely. Could you please make reservations for 10 single rooms for Monday night, September 26th? That is, if the price is not over $20. per room. We would probably arrive between 8:00-9:00 P.M.

I welcome suggestions or reactions you may have to the tentative schedule. I am still planning travel and lodging arrangements. I have decided not to contact the Iowa AEA people until I talk to you again. I'll call you and finalize my plans Friday of this week. I appreciate your generosity and cooperation in explaining your state's dissemination and resource network to Wisconsin linkers.

Sincerely,

Loretta Harmatuck

Loretta Harmatuck, Director
Wisconsin Dissemination Project

126 Langdon Street, Madison, Wisconsin 53702